

Rep Order# 9771681 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 565967

Printed: 08/30/2012 1:37 PM  
Last Received: 08/30/2012 1:34 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2601  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2601  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LN 25/30

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*25	SA	1005P-1035P	FOOTBALL FEVER	:30	\$1,000.00	09/29-09/29	1	1	1	\$1,000.00	
Rating: 4.0												
Sales Remark: V7 REVISED												
V7 More than 2 codes changed												
	*30	SA	9P-1005P	NWS FOLLO FTBL	:30	\$800.00	09/29-09/29	1	1	1	\$800.00	
Rating: 3.6												
Sales Remark: V7 REVISED												
V7 Time Changed, Comment Changed												

---REPORT TOTALS---

Report Totals: 2 / \$1,800.00

---SALES MONTHLY TOTALS---

Sep 12: 13 / \$8,925.00 Oct 12: 20 / \$12,150.00  
Sales Totals: 33 / \$21,075.00  
Station Totals: 33 / \$21,075.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals \$105,375

CABL 0%	KDIU 0%	KJZZ 0%	KSL 24%	KSTU 20%
KTVX 16%	KUCW 5%	KUTV 35%	UNKB 0%	UNKN 0%

Books null  
Demos RA3564